



Tools For Action

An inventory of nutrition and physical activity interventions in Wisconsin

Program Name

Wisconsin Restaurant Association - Healthy Lifestyles Initiative

Contact Information

Main Contact Person Kate Reiser - Tracy Kosbau
Title of Main Contact Member Communications Coordinator - Marketing and PR Director
Agency Affiliation of Contact Wisconsin Restaurant Association staff
Contact Phone Number 608-270-9950
Contact Email Address kreiser@wirerestaurant.org - tkosbau@wirerestaurant.org

Program Information

Type of Program Other
Year Coalition was Formed 2003
Primary program focus Nutrition
Region Southeastern
County We are a statewide initiative (question 6 doesn't allow for this option).
Coalition Web Site Address www.wirerestaurant.org (click on Healthy Dining Guide).

Program Information

Represented Groups on Coalition Business	Represented Professions on Coalition Business
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A Wisconsin Nutrition and Physical Activity Program



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Intervention Name

Wisconsin Restaurant Association - Healthy Lifestyles Initiative

Intervention Information

Type of Intervention: Nutrition - Resources
Focus Area: General Nutrition
Intervention Site or Setting: Community
Scope of Intervention: Statewide
Target Audience: All races, genders and ages
Total Population in Area Served: State's population.
Number of Participants: Over 700 restaurants to date.
Implementation Status: Ongoing. New phases approximately every 6 months.

Partners:

Unique Funding

We fund the program ourselves. There is no charge to members to participate.

Evaluation:

Service Provision, Units Provided
Service data updated Monthly

Evidence-Based or Best Practice based on

Products Developed or Materials Used:

Healthy Dining Guide w/special icons. (www.wirerestaurant.org) Toolkit for restaurants. Table tents with healthy eating tips for restaurant patrons. Decals for restaurants.

Intervention Description:

Our goal was to increase awareness and motivate change among restaurant members, sharing with them the types of changes they can make to increase healthy menu options. A secondary goal is to help patrons (general public) with an easy way to find restaurants that are on board with various healthy menu options via the searchable Dining Guide database and icons.

A Wisconsin Nutrition and Physical Activity Intervention